

The ROYAL



STANDARD

VOLUME EIGHT

NUMBER ELEVEN

NOVEMBER, 1923

ELIMINATION RACE STARTED FOR DE- CEMBER GRAND PRIZE CONTEST

\$1,800 in Prizes for Winners
in Four Divisions

On the first of December, there will be twenty-eight strong, well-tried offices left to compete in the December Grand Prize Contest, and the four offices which come through December at the head of their respective divisions will be the proud sharers of the \$1,800.00 prize money.

Mr. Smith, President, and Mr. Hess and Mr. Cook, Vice-Presidents, have each donated six hundred dollars, a total of eighteen hundred dollars, to be presented to the offices which prove themselves the best in the organization. Mr. Smith, Mr. Hess and Mr. Cook have also consented to act as judges in the contest.

This contest is going to be a more personal, man-to-man fight than any which has ever been run in the Royal Typewriter sales organization before. The November Elimination Heats bring together the offices of equal power in each division, and they are to fight it out, the winner to be eligible for the December Money Contest. This will give each office a very definite objective. You either put the other fellow out of the running or go out yourself.

The basis of the November trial contest, and likewise, the December Money Contest, will be the regular sales quotas assigned to the offices. The offices getting the higher percentages of their established quotas will be the offices who will enter the Big Race.

In both the Elimination and the Final, school sales, rebuilds and reconditioned machines count against quota.

In this race, there will be no hanging back to wait for the other fellow to set the pace. The office that gets away from the barrier first will soon be so far ahead that the fellow who hangs back won't stand any chance for catching up. Each heat is too short—only a month's duration—to permit of any relaxation of effort. It will be the offices who got started at the shot of the gun and didn't let up for a minute that will stand ready to line up on

The advertisement below to appear in January issue "Hearst's International Magazine"

Her Letters



"Thanks, Miss Jones—your letters are always a credit to you and to the firm."

YOUR secretary enjoys turning out a perfectly typed letter just as much as you enjoy sending it forth as a silent representative of your organization and its works.

Her smile, as you murmur "That's fine," is one of pride and gratification. Pride, for her ability to do good work; gratification, for your provision of the proper equipment for doing good work.

A competent secretary will type a fairly presentable letter with almost any typewriter, but a Royal enables her to attain that final degree of excellence that is sought by the truly interested and loyal employee.

"That's fine" is a common expression among executives who have equipped their secretaries with Royal Typewriters. The clearcut, even impression of each letter and the perfect alignment characteristic of the Royal insure business correspondence of utmost attractiveness and dignity.

Royal Typewriter Company, Inc., 364-366 Broadway, New York City. Branches and Agencies the World Over. "Compare the Work."

ROYAL

TYPEWRITERS

Compare the work.

the first of December in each Division.

Already we have received many an enthusiastic comment from managers who are fully confident

they will make their opponents "watch my dust," and from all appearances, every one of the races is going to be a fight from start to finish.

We cannot venture to guess the winners, but are certain they will have to be real winners to come through with any part of these prizes.

"I WANT A ROYAL"

Brand Specification by Buying Public Important Factor

By Charles A. Westcott
Advertising Manager

Brand specification by the buying public is becoming a more important merchandising factor every day, whether it be soap or spark plugs—automobiles or typewriters. The customer who walks into a store and asks for "just some shaving soap" is becoming more of a tradition than a reality. Instead he insists on Colgate's or Williams' or some other recognized brand. This applies just as forcibly to the buyer of office equipment.

The storekeeper or dealer who attempts to survive on the sale of his own private brands soon has a sheriff's notice on his door now-a-days. The successful merchants are the ones who have hitched their progress to star brands known to the public.

What has been responsible for this buyer specification? There is but one answer—National Advertising—consistently and well done. The prestige and superiority of a product constantly penetrating to the buying public through the media of National Magazine and Newspaper advertising, like the constant dripping of water on a stone, has broken down the always present factor of sales resistance and created instead a demand and curiosity for the best in every line.

Take the case of the Royal Typewriter. Many years ago when a salesman called and announced that he represented the Royal, he was often met with a blank look and the comment "Royal-Royal—never heard of it." That, of course, was in the dim past, but even at that time the first steps toward removing this first obstacle in a sale were under way. Within a short time, through Royal advertising at least, the prospect's comment to the salesman calling was "Oh yes. Royal Typewriters. What can I do for you?" This Company has been called the pioneer of typewriter advertising. It was one of the first typewriter companies with sufficient courage and vision to wade into the field boldly while

(Continued on next page)

"I WANT A ROYAL"

(Continued from page 1)

many doubting Thomases wagged their heads mournfully and murmured "Financial suicide." But the Company knew the real quality and superiority of the Royal and the big future ahead for it. It not only had the courage of its convictions, but still more important—the courage to carry them out. And its judgment in going ahead with a big advertising campaign then, was one of the best moves ever made by the company. From that time the Royal's success and popularity became a surety. However, this important move would never have been made if the quality of the Royal was not behind it, for it fully recognized that one of the best forms of advertising is by word of mouth and without this necessary support by satisfied users of the best typewriter that men can build, the hundreds of thousands of dollars spent in advertising would have been an absolute waste.

The Royal has never let up on this precedent—has always stood by its advertising guns when more timid competitors, frightened by uncertain conditions in the past, dropped out.

No stone has been left unturned in our purpose to educate the public on the wisdom of recognized brand specification. This fall and spring advertising campaign is on a larger scale than ever before—the combined circulation of the magazines we are using reaches 8,000,000 monthly. There are new indications every day that buyers who are not at present in the market for a typewriter, are coming more and more to make the mental reservation that when they are ready they will say "I want a Royal"—and not "just a typewriter."

Royal advertising is one of your strongest allies. Capitalize on it.

A BOOST FOR KNOX**"C. W." Goes To Detroit**

The announcement was made on the eighteenth of October that C. W. Knox had been appointed Manager of the Detroit Office.

Walter Knox has been with the company ever since the first part of 1914, when he occupied the position of Export Traveler. Shortly after that, he was made European Director and on November 23, 1914, took charge of the Visible Writing Machine Company, at London, our English Agents, where he remained until the early part of 1917. He then came to the New York Office and has been one of the most successful salesmen in the Metropolitan Force since that time.

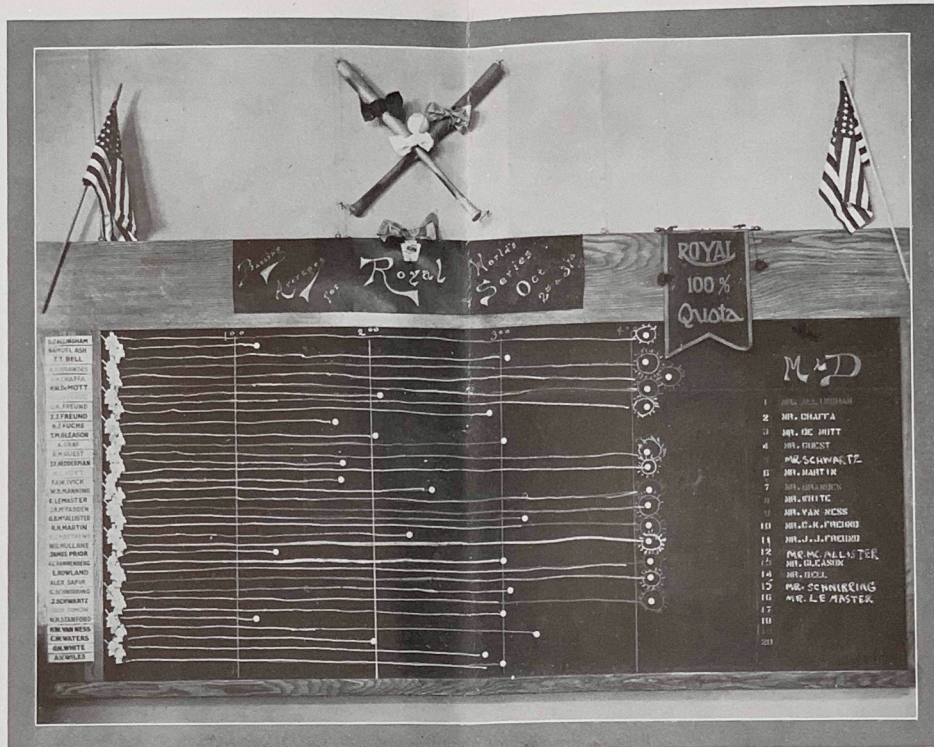
Mr. Knox has the best wishes of every man in the Organization on his new assignment, and we are looking forward to some new records from Detroit under his management.



B able to Break down that Barrier "NO!"

NEW YORK'S WORLD SERIES GAME

Interesting Contest for New York Sales Force



Each month the Metropolitan Department has some sort of a contest which is right up to the moment. During the month of October, when the Baseball World Series was being fought in New York, the Metropolitan Sales Force also had its own individual World Series.

The picture shows the method which was used on the big blackboard which the Metropolitan Department has for these contests. Each salesman is represented by a batter and the batting average of .400 represents a completed quota. Each day the ball was moved across the board to indicate the progress in sales of the "batter."

ress in sales of the "batter."

The Contest created a lot of interest and there was considerable competition among the salesmen as a result of it.

At the right of the board are named the 15 men who made their M. A. D. last month.

WHAT'S AHEAD FOR YOU?

Typewriter Salesman a Specialist and Must Know His Business

By PAUL W. JONES, Manager Kansas City Office

(The following article is taken from a bulletin which Mr. Jones issued to his salesmen, and which we felt was particularly good. Mr. Jones is one of our most successful managers, and bulletins such as this which he issues to his salesmen are often very interesting and helpful.—Ed.)

"It is generally agreed that the success or failure of a salesman or an executive depends more than anything else upon his judgment. Your success can be measured directly by adding together the results of your decisions; then, subtracting the losses incurred by your mistaken decisions.

"My experience has found that by far the majority of these mistakes is due to lack of knowledge of the product you are selling. As our business is typewriters, we should know typewriters—not only know how they are constructed, but their uses. For instance, the lawyer would put a typewriter to a different use than an insurance man; a banker, different than a doctor, and so on down the line.

"You, as a typewriter man, should make it your job to know the working conditions of all the different kinds of business.

"Would a doctor prescribe the same treatment for all kinds of diseases? Of course not. Would an attorney use the same argument in trying all his cases? You know he wouldn't.

"You are selling the highest grade specialty. You are a specialty salesman with an opportunity of making more money than the average lawyer or doctor. Are you?"

"If you are not, there is a reason. You are the one who knows the reason.

"The Royal Typewriter Company is doing more for their salesmen than any typewriter company in the world. The Royal Standard, published monthly, contains information that is invaluable. Each month you are told the quality of steel, etc., used in the

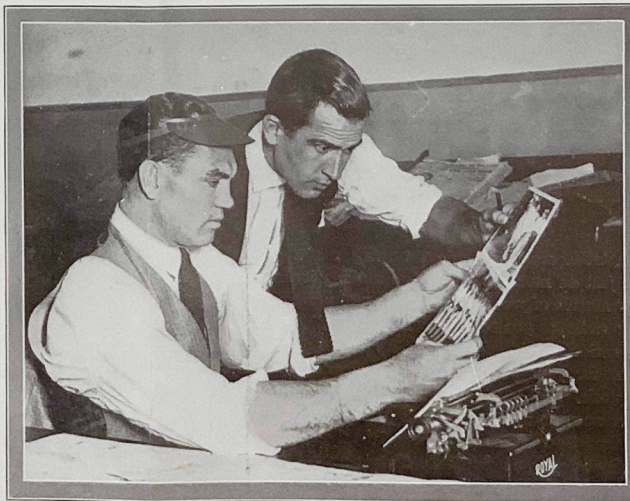
manufacture of our typewriter. You are also told the pride our factory men are taking in building a typewriter that is SECOND TO NONE.

"If you are not taking advantage of every medium of information that comes to you from our Home Office and using it in selling, you are losing money for the Company and for yourself. No excuses go next month."

THE ROYAL O. K. FOR THE K. O. KING

The accompanying photo lives up to the Royal's reputation that it is the machine for the lightest and heaviest

able Mr. Dempsey took charge for a night. It shows his versatility in other things besides sending heavy



International Newsreel Photo

touch. We see it here a sturdy ally for America's one and only Jack Dempsey, whirlwind conqueror of Luis Firpo in two rounds.

This picture was taken in the Editorial Department of the "Los Angeles Examiner" where the indefat-

weight challengers down to the rosin in a troubled sleep.

In the photo he is instructing a temperamental artist "Zet" of the Art Department, giving directions as to just how the picture should be when it goes to the art engraving room.

SEPTEMBER'S SERVICE DEPARTMENT CONTEST

Division No. 1

Baltimore in First Place

The Baltimore Office came up like a sky-rocket to the lead for the month of September in the Service Department Contest. For the months of July and August this branch was held down toward the end of the list, but has come through to the top with a bang! Hartan, foreman, is to be congratulated on this fine showing.

Cleveland made an advance to second place from seventh, and with Mr. C. Sparks, foreman, at the helm, a lively skirmish is expected for first place in the future.

Minneapolis after releasing its hold on the lead for August, dropped to third position. Mr. R. Guffey, foreman, is a hustler, and we expect to see this branch back to the top soon.

Below is a list showing the standing of the various offices:

- 1—Baltimore 5*
- 2—Cleveland 9*
- 3—Minneapolis 4*
- 4—Washington 9*
- 5—Portland, Ore. 4*
- 6—Boston 3*
- 7—Louisville 4*
- 8—St. Louis 5*
- 9—Buffalo 3*
- 10—Detroit 3*
- 11—Kansas City 6*
- 12—Philadelphia 6*
- 13—Cincinnati 6*
- 14—New Orleans 3*
- 15—Chicago 9*
- 16—New York 1*
- 17—Hartford 5*
- 18—Atlanta 1*
- 19—Indianapolis 4*
- 20—San Francisco 1*
- 21—Dallas

Division No. 2

OAKLAND LEADS

The Oakland Office came through to first place for the month of September, forcing Dayton to release its firm grip on this position. This branch came up from thirty-fourth position and we congratulate Mr. C. Thorn, foreman and his staff.

Bridgeport, with Mr. V. Anderson, foreman, came into second place.

Columbus, with Mr. D. Dunbar, foreman, came in third.

Below is a list showing the standing of the various offices:

- 1—Oakland 3*
- 2—Bridgeport 9*
- 3—Columbus 6*
- 4—Worcester 3*
- 5—Rochester 4*
- 6—Denver 8*
- 7—Dayton 7*
- 8—Harrisburg 5*
- 9—Little Rock 3*
- 10—Providence 3*
- 11—Memphis 2*
- 12—St. Paul 3*
- 13—South Bend 1*
- 14—Scranton 7*
- 15—Port Worth 2*
- 16—Grand Rapids 1*
- 17—Toledo 3*
- 18—Springfield, Mass. 3*
- 19—Allentown 6*
- 20—Kalamazoo
- 21—Tacoma 1*
- 22—Omaha 1*
- 23—Evansville 1*
- 24—Fresno 4*
- 25—Richmond 1*
- 26—Newark 3*
- 27—Des Moines 3*
- 28—Youngstown 6*
- 29—Houston 5*
- 30—Seattle 1*
- 31—Milwaukee 3*
- 32—Jacksonville 2*
- 33—Birmingham 2*
- 34—Portland, Me.
- 35—Waco
- 36—San Antonio 1*
- 37—Bangor
- 38—Peoria 1*
- 39—Akron 3*
- 40—Texarkana 5*
- 41—Waterbury 1*
- 42—New Haven 3*
- 43—Springfield, O. 2*
- 44—Erie
- 45—Rockford
- 46—Springfield, Ill. 3*
- 47—Johnstown
- 48—Albany 4*
- 49—Sioux City
- 50—Binghamton
- 51—Wichita Falls
- 52—Fort Wayne
- 53—Duluth 1*
- 54—Syracuse 1*

TO INCREASE NETS— INCREASE EARNINGS

The Royal Restaurant and Dining Room

You will no doubt agree with us when we say that men properly taken care of with warm, wholesome food in pleasant surroundings can do a better day's work than the men who are forced to eat cold meals.

With this thought in view, the Royal Factory Restaurant is maintained to give service to the men and women who produce the Royal Typewriter. It is surprising what a good meal will do for any of us. Not only better work is obtained, but we are more cheerful, more aggressive, better satisfied, more optimistic and we look at things in a more favorable attitude.

The Royal dining rooms, of which there are two, one for men and one for women, are kept scrupulously clean; all surroundings painted pure white. Large windows add to the light and brightness of the rooms. The seating capacity of the main dining room is about nine hundred, while that of the smaller dining room for women is about three hundred and fifty. Of course, several hundred employees who live nearby go home to dinner daily, while those living at too great a distance, take advantage of the restaurant at the plant.

The company furnishes the equipment, which is not by any means elaborate, but very serviceable. The catering is done by a very experienced man, and his assistants, entirely independent of the company, and who is required to maintain an adequate force to attend the wants of his customers. If you will stop and consider his problem, you will realize it is a very difficult one, in that he must be ready at noon to serve several hundred people with warm meals in a very few minutes. His staff must be very efficient, and organized to the greatest degree.

A dining room committee, comprising some six employees of the shop, inspects regularly the kind of food served, conditions of the service, equipment and orderliness of the dining rooms.

A regular dinner costs about 25 cents consisting of meat, potatoes, bread and butter, pie and coffee, while

many side dishes can be enjoyed at a nominal sum. Meals can be cooked to order providing order is placed before 7 o'clock in the morning.

Each person ordering a meal, is given a number which corresponds with one on the side of the table, and at noon time, he finds his dinner is already laid out for him, and consequently no time is lost during the noon hour. Those who do not order

lieving the strain of the day's work. Green plants are placed in close proximity to the windows, screens are placed in the upper portion of the windows, so that when they are opened from the top, there is a good circulation of air and at the same time, flies are kept out of the room. Magazines are placed conveniently in the rooms, and in the ladies' dining room the Y. W. C. A. has generously



until noon, must necessarily wait in line to be served with their requirements, and this means that in some instances, where a big demand is made on a popular food, there is apt to be a disappointment.

The drinking water throughout the plant is cooled by ice placed on coils of pipes through which the water circulates. This means a cooling drink at all times of the day when needed, and as the water is not touched by the ice, it is most refreshing.

In the men's dining room individual metal chairs with backs are provided on both sides of a long lunch table, while the ladies are provided with the regular Baltimore lunch chairs. These chairs are very restful to the ladies and conducive to relaxation, thus re-

provided a library from which the girls are at liberty to take good books home and read them.

A telephone pay station is in each one of the dining rooms for the use of the men and women. Games and cards are indulged in by the employees during the noon hour, and the company's employment manager, who is in charge of the rooms, takes care of checker boards, cards, etc., until called for daily.

The plant is without exception, the coolest in Hartford, as it borders on the outskirts of the city, and is surrounded by beautiful country.

After all, a product is bettered by the sanitation, safety, light and treatment afforded the men to make it.

finished product is left to one expert, and each machine must meet his approval or be returned for correction; thus is gained the advantage of only one opinion, and we are able, on that account, to hold to the one standard.

"COMPARE THE WORK."

Production

Production records for September show the following leaders:

Department 1 Mr. W. Berg
Department 18 Mr. J. Godfrey
Department 34 Mr. J. Grogan
Department 2 Mr. H. Snow
Department 36 Mr. G. Cavanaugh
Department 30 Mr. E. Boesch
These leaders are based on the

status of Department 24 production boards, total employees in department, comparative shortages, cooperation on shortages and labor turnover.

Scrap

The departments making the best showing for scrap in September were as follows:

Department 1 Mr. W. Berg
Department 10 Mr. C. Sherman
Department 25 Mr. P. Greene
Department 26 Mr. B. Henderson
Department 31 Mr. C. Parmelee

These departments show a large decrease against scrap monthly average for 1922.

Royal Wins Indiana Championship Takes Honors In Second Annual State Contest, Novice Division

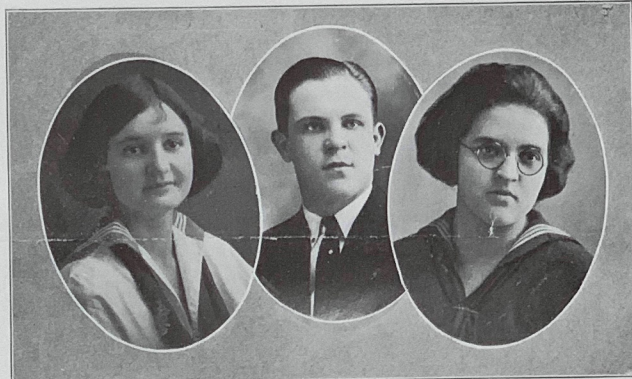
According to the official results of the Second Annual Indiana State Typewriting Championship Contest, Novice Division, there were 70 students reported as having taken part in this contest. A few students failed to qualify on account of errors.

All contestants were high school students and each high school was represented by a team consisting of three students. There was only one Royal team in this contest and they succeeded in winning the silver cup

the entire fifteen minutes with a net of 55 words per minute without an error.

We have received a letter from Miss Trella M. Wood, who has charge of the Typewriting Department of the New Albany High School, in which she makes the following statement:

"I have reviewed a great number of reports of State and School contests, and I find no record of any student typist having written for fifteen minutes without an error. It is a re-



and the Novice Championship of the State.

Miss Blanche Huntsinger (photo right), Miss Beatrice Diedrich (photo left), and Mr. Jewett Hull (center), students of the New Albany High School, New Albany, Indiana, were the winners of this silver cup. Miss Huntsinger and Miss Diedrich attained good speed, and did exceptionally accurate work, but Mr. Hull wrote for

markable achievement, and I am quite certain it has not been accomplished before."

We certainly agree with Miss Wood when she states that this is a remarkable achievement, and we wish to commend the winners of this contest, and also Miss Wood, upon their ability to win a contest of this kind.

A. M. STONEHOUSE,
Manager School Department.

ALIGNMENT

One of the essentials of the modern typewriter is good alignment. Not only is it necessary to type so that it may easily be read, but the demand is for neat, uniform type impressions,

a very critical inspection must be maintained at all times, by experts whose one idea is quality.

The actual operation of alignment, or of placing the type on the type

many cases, if measured, would be found to be less than one thousandth of an inch. (See Chart I.)

To maintain the high standard of alignment of the Royal typewriter,

FACTORY SAMPLE.

ROYAL ALIGNMENT.

CHART I

nNnNnNn

Pica Type.

nNnNnNn

NANBNCNDNENFNGNHNINJKNLNMNONPQNQRNSNTNUNVNVNWXNYNZN
NANBNCNDNENFNGNHNINJKNLNMNONPQNQRNSNTNUNVNVNWXNYNZN

N"N#N\$N%N N&N'N(N)N*N#N&N: N\$N.N?N
N"N#N\$N%N N&N'N(N)N*N#N&N: N\$N.N?N

n2n3n4n5n6n7n8n9n0n-n#n#n;n/n.n,n
n2n3n4n5n6n7n8n9n0n-n#n#n;n/n.n,n

nanbncndnenfngnhninjnknlnmnonpnqnrnsntnvnvnwnxnynzn
nanbncndnenfngnhninjnknlnmnonpnqnrnsntnvnvnwnxnynzn

1234567890

K.B. #2.

M.No. 754237

nnnnnnnn

pleasing to the critical eye, noticeable at a glance that the work performed by the typist, whether it be a letter, statement, itemized account, etc., is of the highest quality.

The first requisite for quality alignment is type; type which is not only uniform in size but symmetrical in design and perfect in formation and manufacture. To produce type which meets these requirements means much thought, planning and experimenting, after which a careful supervision and

bars, all in the same relative position to each other is one of the most particular and painstaking of all the many branches of typewriter work, and requires workers who are not only above the average in intelligence, but, who by their natural peculiarities are adapted to the work. Perfect eyesight and balanced judgment are absolutely necessary on account of the closeness and exactness of the work, the aligner often being required, at a glance, to determine defects which in

which is second to none, a system is used whereby the work is brought along in different stages, each succeeding operation being rated higher and the workers being classified and placed on that operation for which his qualifications and experience best fit him.

The workmanship of each operation is inspected 100 per cent. and must be up to a super-critical Royal standard, or it is not passed.

The final decision of passing on the

Sales Mgr. Lavat Visits Kansas City

When Mr. Lavat passed through Kansas City on a recent trip, he was the guest of honor at a banquet tendered him by Manager Jones at the

ager of the Royal Typewriter Company, recalled to friends the rapid development of the business of the company in this district when Captain



Kansas City Athletic Club. The following is an extract from an article which appeared in a Kansas City paper:

"The visit here this week of Capt. William C. Lavat, general sales man-

Lavat was district manager from 1917 to 1921.

"From a salesman in New York City to general sales manager of the company in eight years is the record of advancement made by Captain Lavat.

Make Every Town a Royal Town

Every county, town and village in your territory has a definite cash value—IF you work it. We have and are still spending hundreds of thousands of dollars advertising the Royal Typewriter in publications which are read in EVERY TOWN IN YOUR TERRITORY. As WE are investing this money in advertising the Royal, for our mutual benefit, then certainly you should spend the time to go and get the business. Cover every inch of your territory. We have sown the seeds—it is up to you to reap the harvest.

Big Royal advertising is appearing in current issues of publications of national circulation. Copies of these publications go into every town in your territory. Take advantage of this work we are doing to help you sell more Royal Typewriters. Canvass every town in your territory—now. Most dealers are doing it. Let us make it a one hundred per cent. proposition—all together—see that every town in your territory gets real one hundred per cent. canvassing.

Make every town a Royal town!

N. B. MAYO,
Asst. Sales Manager

STOP—LOOK—LISTEN

Let your customer wiggle around to suit himself and finally he will make some commitment that will give you a chance.

Did You Ever See A Cat Catch A Bird?

He keeps still, creeps up gradually and when the psychological moment arrives he makes the leap.

Try that on your customer, keep still and watch for the opportune time to make the leap.

Stop - Look - Listen

You have seen that familiar sign many a time, it means volumes.

STOP and call on your prospect. LOOK and see what he needs.

LISTEN to his side.—He may have an opinion of his own that he would like to express.

Don't talk yourself out.

Now, go back to the first of this, watch him like the cat watches the bird.

STOP-LOOK-LISTEN. If the track isn't clear now, it will be soon and you will put the order across.

H. J. SMITH,
Royal Distributor,
Parkersburg, W. Va.

ROYAL DEALERS' 100 PER CENT. CLUB

Unfortunately the number of dealers in the 100 per cent. Club shows a slight decline from the October total, but some of those whose names are dropped from this list this month are very near their quota, and we have every expectation of seeing their names again in the next issue of the Standard.



1—DAVIS
Colorado Springs, Colo.



2—PAYNE
T. H. Payne Co.
Chattanooga, Tenn.



5—SMITH
H. J. Smith Typ. Ex.
Parkersburg, W. Va.



6—HARTSOCK
Graham & Wells,
Corvallis, Ore.



7—GRAGG
Pittsburg, Kan.



LUX and
SWADENER
Logansport, Ind.



9—ROBINSON
Wright Ptg. Co.,
Trinidad, Col.



10—WIKOFF
Capitol T. Co.
Oklahoma City, Okla.



3—PRIOR
Trenton, N. J.



4—ROOF
Tampa, Fla.



11—DUNNING
Richmond, Ind.

DEALERS' M. A. D. FOR OCTOBER

The following dealers have made the Dealers Royal M. A. D. for October.



1—BANCROFT
York, Pa.



2—HARPER
Anderson, S. C.



3—WIKOFF
Oklahoma City, Okla.



4—ROOF
Tampa, Fla.



5—GAFFANEY
Office Specialty Co.
Fargo, N. D.

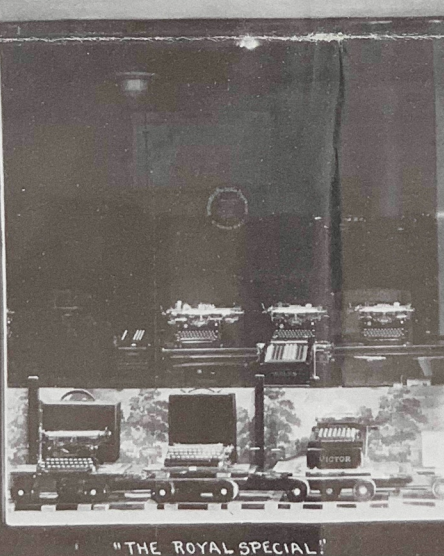
"THE SERVICE PROGRESS SPECIAL"

A Trainload of Efficiency for Typists

THE OFFICE SUPPLY HOUSE

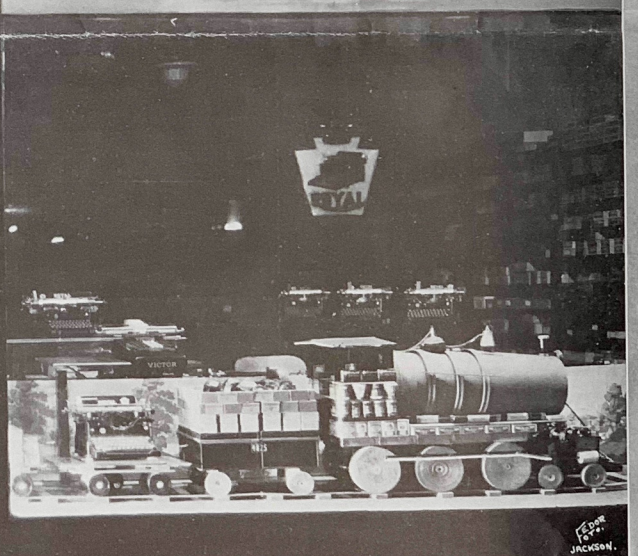


OCT. 4, 1923



"THE ROYAL SPECIAL"

THE OFFICE SUPPL



JACKSON.

Mr. A. G. Daferner, proprietor of the Office Supply House, Royal Dealer at Jackson, Michigan, has sent us a photo of an exceptionally novel window display. Mr. Daferner considers this the best window display he ever had and we quite agree with him. It has been on exhibition for some time and is still drawing large crowds.

For dealers who would like to conduct a similar exhibition Mr. Daferner has kindly furnished us with a descriptive list of the various articles in making it, which we take pleasure in reprinting herewith.

The Royal organization wishes to extend through these columns our compliments to Mr. Daferner on one of the best window displays it has been our pleasure to see for some time.

DESCRIPTION OF "RAILROAD TRAIN" WINDOW DISPLAY

Painted on window at head of train is regular Railroad Crossing

Danger Sign—STOP—LOOK—LISTEN.

ENGINE

Boiler—4 Vulcot Baskets nested; Headlight — Glass Paper Weight; Chimney—Doz. Box 1060 Erasers; Bell—Bottle Carter's Paste, (attached with string to cab); Whistle — Eclipse Ink-well and Pocket Pencil Sharpener; Bell-Cord — Gem Clips; Cow-catcher—Royal Typewriter, (342 Pencils ribs of cow-catcher); Running Board—National Blank Book; Under Frame—(1/2 Gro. Bxs. No. 342 Eberhard Faber Pencils, 1/2 Gro. Bxs. No. 1087 Eberhard Faber Erasers, (Upper part, as above, rests on Clip boards and Boxes Dennison's No. 2 Transparent Tape); Wheels — Kraft Gummed Paper Tape;—Drive Shafts—Rand's Makroown Index Tabs; Pistons—Paper Telephone Scratch Pad Roll; Top of Cab—National Pay Roll Book; Cab Windows—Black Metal Book Ends. (Cab supported by following—Boxes Webster's Carbon Paper, Bottles Carter's Ink, Carter's

Show Card Colored Ink, Bottles Cico Paste resting on clip boards.)

TENDER

Body—2 large black metal cash boxes; Upper part—Boxes of Bank Pins & Spencerian Pens; Coal—Bottles of Carter's Black Ink; Wheels—Smaller Kraft Gummed Tape Rolls. (Entire tender resting on Clipboards.)

COUPLINGS

Between all cars—large Bull-dog Clips.

COUPLING PINS

Dennison's Metal Paper Fastener.

FLAT CARS

(Four in number or as many as desired.)

1st one—Royal Typewriter; 2nd one—Victor Adding Machine; 3rd one—Corona Typewriter; 4th one—Remington Typewriter Portable. (As many

or as few cars can be used as window space permits.) (Cars all rest on large Clip-board, with 4 smaller clip boards on top—4 Carter Ink Bottles underneath. 2 brakes on each car are 1080 circular erasers up on end of Dennison Paper Fastener.) 5th Car—Y. & E. Cardboard Box File No. 71 Style A; Ladders to Top of Car—Gem Clips; Brakes—No. 1080 Eberhard Faber circular erasers; Top Running Board—Shaw Memo Books; Wheels—Smaller Kraft Gummed Tape Rolls; (Car rests on 4 Carter Ink Bottles & large Clipboard).

CABOOSE

(All in red)
Top of Cab—Shaw Cash Book (red) resting on Red Esterbrook Pen Boxes; Roof—Webster's Star Brand Red Carbon; Body of Caboose—Box of Vertical File Pockets No. 1516 C. Northwestern Paper Goods Co. This file is surrounded by Shaw Red Cash Books No. 768 opened up around file and held in place by Eberhard Faber Rubber Bands. Floor of Caboose—Webster

Star Brand Carbon Box resting on large clipboard; Caboose Steps—No. 104 Eberhard Faber Eraser resting on Dennison Paper Fasteners bent into step forms. Caboose Stove Pipe—bottle of Carter's Check writing ink. Caboose Platforms—Rear and front railings Esterbrook pens with gem clips and 1080 Eberhard Faber eraser as brake; Wheels—Small rolls Kraft Gummed Tape Paper. (Entire Caboose resting on large and small clipboards.)

SWITCHMEN'S LANTERN

On rear of caboose consists of piece of cork cut to lantern shape and filled with white, red and black Moore Map tacks with gem clips bent as lantern handle.

TRACK

Wooden Office Rulers.

TIES

Doz. Boxes of Eberhard Faber No. 434 Pencils.

Royal Progress in Czecho-Slovakia

Mr. Josef Foist Successfully Achieves a High Place for The Royal in This Territory

Shortly after the independence of the Czecho-Slovakian Republic was declared in 1918, Mr. Josef Foist was appointed as the dealer for the Royal in that country. It was not an easy task that was assigned to him, for a multitude of problems were to be faced during the post-war period—problems of finance, of exchange, of

When Mr. Foist first established his own business in 1910, he was already well acquainted with the typewriter business, having gained his first experience as a mechanic and then acting in the capacity of traveler and representative for various foreign and domestic firms. His business was first established on a small scale, but

of which is presented in illustration (lower left). At this office, Mr. Foist employs a staff of six clerks and four agents, the latter working throughout the territory under his jurisdiction.

In illustration (center) are shown some of the members of Mr. Foist's staff, the latter gentleman being seated at the left. Directly behind

of the busy workshop is shown in photograph (lower right), Mr. F. Burian, the Chief Mechanic, shown first to the right and beside him Mr. A. Foist.

By means of extensive advertising as well as the distribution of posters throughout the country, the name of the Royal has become widely known

tory, Mr. Foist has seen the importance of having local representatives in each of the larger cities. Subdealers have been appointed to handle Royal machines in Pilsen, Karlsbad, Teplitz, Reichenberg, Koniggratz, Bohemian Budweis, Brun, Ostrau Mährisch, Bratislava, Kaschau and Uzhorod. These sub-agents are assisted in many



re-establishing commercial relations with the other countries of the world, as well as the rebuilding of the national economic structure.

Mr. Foist faced the problems directly concerning him with courage and the confidence in his own ability to overcome all obstacles. That he has been successful in his purpose is evidenced by the fact that the Royal today holds one of the highest places in the typewriter business of Czecho-Slovakia.

it expanded rapidly, until the beginning of the war in 1914, when Mr. Foist was called to military service.

The reputation for service to his clientele was a most important factor in the re-establishment of Mr. Foist's business after war and since taking over the agency for the Royal, excellent progress has been made in the expansion of the business on a nationwide scope.

Our dealer's headquarters are located in Prague at Naplavni 11, a view

him is Mr. A. Foist, a brother of the Proprietor, and to the right is Mrs. Josef Foist. The other two ladies are members of the office staff and the two gentlemen, Mr. Josef Zofka and Mr. F. Poksruz, are Mr. Foist's agents.

A well trained and organized staff of mechanics is maintained to take care of the repairs on all makes of typewriters, in addition to providing the regular mechanical and inspection service to users of the Royal. A view

and as a result of the prestige gained through this publicity, Mr. Foist has succeeded in selling a large number of machines, not only for commercial uses, but for extensive governmental work as well. All of Mr. Foist's customers who have taken Royal machines from him are covering their additional requirements with Royal machines only—a compliment to the sales and service organization of Mr. Foist's typewriter business.

In organizing the outlying terri-

ways by Mr. Foist who is constantly in close personal touch with them.

Through our dealer's energetic activities the Royal enjoys great favor throughout Czecho-Slovakia and the demand for our machine continues to increase.

We are glad to have our interests in Czecho-Slovakia under the jurisdiction of Mr. Foist, since we know that his keen interest in the Royal will bring about increasing and well merited success.

Poinsard & Veyret—Indo-China

The photograph to the left shows the beautiful building in which is housed the premises of Poinsard & Veyret, the Royal dealers in far-away French Indo-China. This concern acts as sub-dealer under J. H. Davis & Co. (Theo. Muggli, Proprietor), Royal General Agents for France. Poinsard & Veyret have done a very active business for the Royal during the time they have been agents, and we feel sure that the business in their hands will have the best of attention.

A Royal Sale

The Royal typewriter continues to increase its prestige and popularity in Mexico due to the tireless efforts of our dealers, Messrs. M. E. Raya & Co., Sucs. The truth of this statement is evidenced in the photograph (right) which shows a group of fifty Royals which were recently sold to the Public Educational Department. The machines are shown laid down in the yard of the Department building just before the delivery was made.

Reading from left to right, the two gentlemen in the photo are Mr. Alfredo Aguirre and Mr. Carlos Becerril, city salesmen, who with the assistance of Mr. Raya, the General Manager, negotiated and secured this order. It is a pleasure to compliment these gentlemen on their splendid accomplishment.



THE ROYAL M. A. D. CLUB NOW HAS 133 MEMBERS

We have listed the M. A. D. roll below under the offices to which the men belong. The names with the asterisk before them are repeaters for October.

† Denotes new M. A. D. members.

THE NEW M. A. D. MEMBERS FOR OCTOBER



1-PARTEE
St. Paul



2-OZIER
Dallas



3-LEMASTER
New York



4-HOWARD
Los Angeles

ATLANTA

J. W. Mann
W. H. Courtenay, Jr.

BALTIMORE

J. C. O'Keefe
E. A. Durston
E. G. Dodge

BOSTON

E. A. Raphael
*F. L. Gallup
I. C. Barlow
F. A. Smith
F. I. Crocker
*H. E. Burton
R. M. Harvey
C. H. Essex

BUFFALO

H. H. Nunamaker
C. M. Pillow
R. E. Ward

CHICAGO

E. J. Goldblatt
*H. Nuhn
P. S. Jones
*J. M. Roberts
E. H. Johnson
A. J. Redding
*R. C. Goldblatt
*H. P. Sutton
F. E. Fleming
W. B. Larsen
*B. P. Hamil
J. T. Keefe
*J. C. LaBorence

CINCINNATI

G. C. Kinnamon
C. J. Bailey

CLEVELAND

E. F. Hancock
W. C. Rodgers
C. C. Koch
W. H. Peate
G. R. Hatcher

COLUMBUS

L. D. Teeters
*L. V. Bell

DALLAS

J. H. Kennedy
†L. W. Ozier

DAYTON

O. P. Gilmore

DETROIT

*R. M. Wagner
R. B. Fuller
W. L. F. Hosford
C. W. Knox

DULUTH

E. J. Beaurivage

FT. WORTH

P. H. Billman
W. E. Boswell

FRESNO

*H. H. Tomkinson

GRAND RAPIDS

C. D. Walker

HARRISBURG

W. C. Whitman

HARTFORD

*H. F. Brainerd
J. L. Cook

INDIANAPOLIS

W. F. Teer

JOHNSTOWN

T. M. Patterson

KANSAS CITY

P. W. Jones
J. H. Noland
*S. D. Wakefield

LOS ANGELES

*J. M. Agnew
T. M. Duffy
M. F. Brewer
C. C. Boswell
G. L. Smith
R. M. Devin
J. K. Cole
†W. E. Howard

LOUISVILLE

*J. T. Wellman

MILWAUKEE

A. F. Lines
R. D. Brewington

MINNEAPOLIS

F. B. Thorne

NEW HAVEN

W. A. Mulligan

NEW ORLEANS

W. J. Creger

NEW YORK

*J. J. Freund
*D. J. Allingham
*H. W. VanNess
*G. M. Guest
R. C. Robinson
*T. M. Gleason
A. C. Wiles
*C. K. Freund
*H. W. DeMott
W. B. DeRango
*J. Schwartz
C. Schnirring
*G. N. White
C. C. Waters
*R. B. Brandes

NEW YORK (Cont.)

H. J. Fuchs
E. J. Matthews
*R. R. Chaffa
F. A. Ivick
*T. F. Bell
*G. R. McAllister
*R. H. Martin
G. Rannenber
†L. E. LeMaster

PHILADELPHIA

J. W. Turner
I. Hancock
I. J. Gough
H. K. Goslin
W. A. Cox
L. A. Dunn
*E. V. Sherry
W. W. Hepburn

PITTSBURGH

M. V. Miller
J. C. Kemmer
A. E. Hanna
N. Sykes

PORTLAND, ORE.

G. D. Roe
H. J. Brown

PROVIDENCE

E. D. Crandall
J. L. Schora

ROCHESTER

J. F. Humphreys

SAN FRANCISCO

C. H. Billington
D. B. Starrett
T. N. Colwell
J. C. Deardorf
C. H. Linehan
P. Pearson
D. G. Becknell

SPRINGFIELD, MASS.

L. B. Behan

ST. LOUIS

G. G. Ralls
*L. G. Davidson
D. M. Elliott
L. F. Reynolds
*G. M. Davis
H. E. Shifflette
A. C. Wheeler

ST. PAUL

*W. A. Partee

TOLEDO

N. B. Boulware

WASHINGTON

H. L. Rudnick
S. E. Richter

WORCESTER

A. R. Smith

DEALERS

1—E. H. Benson
Canton, Ohio
2—J. E. Gaffaney*
Fargo, N. D.
3—S. W. Grant
Beaumont, Texas
4—T. N. Prior
Trenton, N. J.
5—H. J. Roof*
Tampa, Fla.
6—G. N. Paxton
Bloomington, Ill.
7—G. L. Larkin
Utica, N. Y.
8—R. A. Rehm
Albuquerque, N. M.
9—H. Tuell
Chattanooga, Tenn.

10—H. J. Smith
Parkersburg, W. Va.
11—C. E. Anderson
Pasadena, Cal.
12—L. Vincent
Topeka, Kan.
13—W. W. Cantor
Bristol, Tenn.
14—H. C. Schumacher
Glendale, Cal.
15—J. J. Flynn
Jamestown, N. D.
16—H. G. Fentress
Nashville, Tenn.
17—W. H. Scott
Macon, Ga.
18—H. Rowe
Fairmont, W. Va.
19—L. F. Spiece
Bucyrus, Ohio

20—W. W. Prior
Trenton, N. J.
21—C. B. Weissinger
Albuquerque, N. M.
22—H. H. Phillips
Trenton, N. J.
23—A. C. Packard
Hornell, N. Y.
24—S. C. Parker
Macon, Ga.
25—F. L. Patty
Austin, Texas
26—H. G. Bancroft
York, Pa.
27—H. D. Harper
Anderson, S. C.
28—J. E. Wikoff
Oklahoma City, Okla.

CANADA

Royal Typewriter Company, Limited
1—B. Dempsey, Winnipeg
2—W. A. Maclean, Mont'l
3—J. S. Dunn, Montreal
4—H. P. Lewis, Toronto*
5—T. G. Lewis, Ottawa
6—W. E. Collier, Toronto
7—R. A. Normandin, Quebec

FOREIGN

Visible Writing Machine Co., Limited, London
1—H. D. Ebbutt
2—H. Jones
3—J. Harrison
4—F. Tree
5—H. W. D. Buckeridge

SATISFYING EMPLOYER AND EMPLOYEE

Miss Machemer of Buffalo Office Outlines Necessary Points

In outlining my conception of the co-operation and consideration necessary in employment work to insure a satisfied employer and an efficient employee, I shall treat of three aspects of the problem. First, the applicant, then the employer, and lastly, the salesman, who are or should be an active means of advertising my service.

The girl who comes as an applicant to the Employment Department is a problem in personality, and must be treated as such. Deeming a single interview insufficient to accurately formulate my estimate of an applicant's ability, I do not endeavor until after a second interview to send the applicant out on a position. In the initial interview, I strive to overcome the natural hesitancy which besets most applicants when conversing for the first time with someone entirely strange. During the second talk there is seldom any difficulty in arriving at the true status of the applicant's ability. An occasional applicant comes into the office who has never operated a Royal machine. We then endeavor to outline briefly, but as thoroughly as possible, the advantages the machine affords together with its mechanical features. The Employment Manager must thoroughly understand the applicant, and the applicant must be familiar with the machine we are all particularly interested in, namely, the Royal.

The Employment Manager must also understand the employer to whom the applicant is being sent. Calls usually come in over the telephone, and it is therefore up to the Employment Manager at that time to procure, without undue questioning, as much information as possible concerning the particular position to be filled. The Employment Manager must also at that time draw her own conclusions as to the type of an applicant the employer would prefer. Occasionally you will find an employer with very definite ideas concerning the personality of his employees, and as far as possible it is up to the Employment Manager to comply with his requirements. A personal interview with the employer is always to be preferred to a telephone communication.

Lastly, the Employment Manager has a positive or negative asset in the Sales Department of her branch. I have secured the co-operation of the salesmen connected with Buffalo Branch and through them have succeeded in promoting calls, the increase of which has brought about a more rapid development of this Employment Department.

The Employment Manager must be cheerful and sympathetic at all times, as the applicant, when applying, is interested in her needs only, and a cheerful interview will, in the majority of cases, insure loyalty and confidence.

C. L. MACHEMER,

Manager Employment Department,
Buffalo, N. Y.

In the above article Miss Machemer has given a very complete outline of the points necessary for the conducting of a successful Employment Department. She has made a thorough study of the many problems confronting Employment Managers, and the results attained show that she is solving these satisfactorily.

By keeping in close personal touch with the schools and commercial houses in the Buffalo territory, she is able to place students in positions to which they are best suited. By doing this she is rendering a real service to the employer, employee and our own Sales Organization.

Below is the standing of our Employment Departments for September and October. The reports for the last two months show that our Employment Managers are still paying special attention to the securing of sales, and also that they are getting good results.

September	October
1 New York	1 New York
2 Chicago	2 Chicago
3 Buffalo	3 Buffalo
4 St. Louis	4 St. Louis
5 Minneapolis	5 Washington
6 San Francisco	6 Baltimore
7 Los Angeles	7 Louisville
8 Cincinnati	8 Los Angeles
9 Philadelphia	9 Kansas City
10 Pittsburgh	10 Cincinnati
11 Buffalo	11 Philadelphia
12 Portland, Ore.	12 Detroit
13 Atlanta	13 New Orleans
14 Cleveland	14 Portland, Ore.
15 Kansas City	15 Cleveland
16 Boston	16 Newark
17 Detroit	17 Toledo
18 Indianapolis	
19 Memphis	
20 Toledo	

A. M. STONEHOUSE,
Manager, School Department.

"QUALITY"

"Quality" is a much abused word.

What it really is depends on who originates and particularly who fulfills the specifications.

"Quality" is the "condition of being what it is as distinguished from others."

It is all those distinguishing attributes which make the thing what it is. "Quality" means "high rank."

And "Quality" cannot be measured with a rule or fully defined or specified.

True "Quality" is in a product when its experienced specialists have approached their highest ambition for the best in a given line. They never reach their ideal, but they never cease seeking.

The Royal is the True Quality Typewriter. It is this because of its superior mechanical conception, its beauty in design, its highly trained workmanship, close inspection and superb finish. It is this because of that undefined, yet all-important factory spirit that perfects every operation, step by step, from quality raw materials up to the final quality polish.

Royal workmen are building to the "Quality" specifications of Royal designers. "Quality" is in every machine produced; not quality as we commonly consider the word, but True Quality, Plus.

L. S. WILSON,
Asst. Sales Manager.